

ASLA Leaders E-Express ...

December 24, 2008

Governance and Administration

- EVP Somerville is providing a story for the **Green Roofs for Healthy Cities** publication *Living Architecture Monitor*. The article answers a series of questions relating to ASLA's Sustainable Sites Initiative.

Government Affairs

- Thanks to our Chapter Presidents' extraordinary efforts, ASLA has significantly increased its **In-District Advocacy Day participants from last year's 60 participants to over 300 participants with nearly EVERY state represented!**
- Government Affairs staff meets regularly with staff from **Green Roofs for Healthy Cities** (GRFHC) to develop draft legislation for a federal green roof tax credit. ASLA and GRFHC plan to have a draft completed by mid January and will seek congressional sponsors for the legislation. If you have a particular expertise in green roofs, please contact [Manager Blackwell](#) to assist with some technical issues of the draft bill.
- ASLA activated the [Advocacy Network](#) to send out an informational alert announcing **the nomination of Senator Ken Salazar (CO) for Secretary of the Interior** under the Obama Administration. Government Affairs staff also prepared a template letter for the Colorado Chapter to send to Senator Salazar congratulating him on his nomination. A news item on the Salazar appointment is also posted on the [Advocacy News](#) section of the website.

Public Relations and Communications

- **The NEW Dirt** is ready! [Check it out!](#) Add comments and take the time to subscribe to the RSS feed of your choice. That way, posts will appear on your desktop as they happen, which is several times a week. We strive to keep you plugged into the **latest news, opinions, controversies, and victories** regarding the profession from a wide variety of sources.
- Staff are working with the **History Channel's show Modern Marvels** to explore featuring landscape architects in future episodes.
- ASLA signed a contract with a new web development vendor, 1 over 0 Technology, which has completed web sites for Martha Stewart, the American Ballet Theatre, Atmosphere BBDO and the Scripps Network. **Work will begin soon on a new sustainability sitelet, a re-designed LAND Online, and other web projects.**

Publishing and Resource Development

- Planning is underway for **ASLA's participation in the National Association of Home Builders (NAHB) International Builders' Show** in January. Professional Practice assisted NAHB's land use planning staff by recruiting landscape architects for three attendee charettes. The ASLA booth will feature an "Ask a Landscape Architect" table where attendees can meet one-on-one with landscape architects, discuss projects, and pick up a customized Firm Finder list of landscape architecture firms in their areas. A pre-show postcard mailing will be sent to all registered attendees promoting the booth and ASLA activities.

Information and Professional Practice

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- A new LATIS report is now available for members to download via a link from the [Professional Practice](#) section of the ASLA website. "Successful Ecological Restoration" by Lee R. Skabelund, ASLA; Allegra Bukojemsky, ASLA; G.M. Kondolf, and Craig W. Johnson presents principles of ecological restoration, with an emphasis on collaboration between landscape architects, ecological scientists and stakeholders. Case studies and project examples from different ecosystems and regions of the U.S. are included.
- The **Archives and Collections Committee** and staff are nearing final review and testing of the online search and editing functions of the **ASLA Fellows database**. Release to the ASLA Fellows is anticipated in January.

Growing the Profession

- *U.S. News & World Report* identified [Landscape Architecture](#) as among the best careers choices for 2009, and the article links to an [ASLA interview](#) with Chinese landscape architect Jie Hu. [Architecture](#), meanwhile, was among those deemed overrated. A link to the story has been added to the [Career Discovery](#) page on asla.org.